

WHAT IS CLAIMED IS:

1. A video display apparatus comprising:

a converting circuit for executing nonlinear conversion for an input signal;

a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen from the input signal; and

an adjustment circuit receiving an output of said converting circuit for adjusting the received signal on the basis of said display brightness featured value,

wherein said display brightness featured value detecting circuit is placed on a stage after said converting circuit, and an image is displayed on the basis of an output of said adjustment circuit.

2. A video display apparatus as defined in claim 1, wherein said adjustment circuit is an adjustment circuit for adjusting the received signal on the basis of a plurality of display brightness featured values which are sequentially detected.

3. A video display apparatus as defined in claim 1 or 2, wherein said adjustment circuit is also an adjustment circuit for adjusting a received signal on

the basis of a brightness control value relating to an adjustment of image quality.

4. A video display apparatus as defined in any one of claims 1 to 3, wherein said display brightness featured value is a sum or average value of display signals for a predetermined period.

5. A video display apparatus as defined in any one of claims 1 to 3, wherein said display brightness featured value is the number of signals of the display signals for a predetermined period which have a greater value than a predetermined value.

6. A video display apparatus as defined in any one of claims 1 to 3, wherein said display brightness featured value is a sum or average value of display signals for each color for a predetermined period.

7. A video display apparatus as defined in any one of claims 1 to 3, wherein said display brightness featured value is a sum or average value of brightness components of display signals for a predetermined period.

8. A video display apparatus as defined in any one of claims 1 to 3, wherein said display brightness

featured value is a statistical value of display signals in a specific area of one display screen.

9. A video display apparatus as defined in any one of claims 1 to 3, wherein pixels of said video display apparatus are constructed of display elements arranged in matrix.

10. A video display apparatus as defined in claim 9, wherein said display elements are electro-emission elements, and said display brightness featured value detecting circuit generates said display brightness featured value on the basis of a value of emission current emitted from said electro-emission element.